

Central Hollywood Coalition  
Sunset & Vine BID Board Meeting

**MINUTES**

October 9, 2012

4:00 – 6:00 p.m.

AMPAS Pickford Center  
1313 Vine Street, Los Angeles, CA. 90028

**Officers and Directors Present**

Brian Folb, President, Paramount Contractors  
Duke Gallagher, Treasurer, The Production Group  
Carol Massie, Secretary, McDonald's Restaurants  
Roxanna Sassanian, Vice President, Sunset Gower/Sunset Bronson Studios  
Fabio Conti, Fabiolus Cucina  
Charles Eberly, The Eberly Company  
Melissa Logan, Amoeba Music  
John Lupo, JMPL Property Management  
John Given, CIM Group  
Harout Markarian, Western Diocese of the Armenian Church  
Elizabeth McDonald, Los Angeles Film School  
Michael Pogorzelski, President, Academy of Motion Picture Arts and Sciences  
Mike Smith, Broadreach Capital

**Absent**

Kitty Gordillo, Hollywood Wilshire YMCA  
Fred Rosenthal, Ametron

**Consultants**

Sarah MacPherson, Executive Director  
Kerry Morrison, Hollywood Property Owners Alliance  
Joseph Mariani Jr., Hollywood Property Owners Alliance  
Devin Strecker, Hollywood Property Owners Alliance

**Guests**

Captain Beatrice Girmala, LAPD Hollywood  
Samantha Martinez, Kindel Gagan  
Shelley Nelburt, Bailes and Associates  
David Simon, Kilroy Realty  
Captain Philip Ayala, LAFD  
Captain Stephen Ruda, LAFD

**I. Call To Order**

President Brian Folb called the meeting to order at 4:09 p.m.

**II. Public Comment**

Introductions were made around the room.

**Report from LAPD:** Captain Girmala stated that she needs the community's support in the area of property crime reduction, which is a problem city-wide. Burglary theft from motor vehicles is the number one crime in Hollywood, despite four solid weeks of reduction. LAPD has made posters and postcards available to help spread the message "Lock It, Hide It, Keep It" throughout the community.

Folb asked Girmala about the security camera monitors. Girmala stated that Captain Dennis Kato, Operations West Bureau, visited LAPD Hollywood and saw the detectives using the monitors and was very impressed. She said the cameras are in the correct locations, and the officers are able to monitor hot spots, garnering court-quality video. She said the maintenance service has been great and the system is reliable; the cameras are a huge piece of the enforcement puzzle and are monitored 24 hours a day. She thanked the BID for this tool, and added that LAPD has mapped out every private camera in the area with cooperation from business owners.

Report from LAFD: Captain Ruda warned of a current scam where people are impersonating LAFD officers asking for donations. He stated that LAFD does not solicit funds door to door.

Captain Ayala asked for the cooperation of business owners to enforce occupancy standards and assist in fire prevention. LAFD often needs to obtain information and check for current permits, fire extinguishers, etc. and he asked that business owners aid in these efforts.

Presentation from David Simon, Kilroy Realty: Simon discussed Kilroy's plans for expansion in Hollywood, including 6255 Sunset (formerly known as the House of Blues building). Kilroy plans to invest upwards of \$15M in upgrades to the building, creating high-end office space.

He then discussed Columbia Square (6121 Sunset Blvd.), which Kilroy just acquired. The studio buildings, which are deemed historic, will be preserved and modernized and several new buildings will be developed on the site. Kilroy plans on building 30,000 square feet of retail space, 1,000 subterranean parking spaces, and integrating semi-public space throughout the campus. Entitlements have been granted for the project and construction is due to begin the first quarter of 2013.

Shelley Nelburt: Commercial broker, Shelley Nelburt stated that she is looking to purchase a 50,000 - 60,000 sq. ft. free standing building in Hollywood for a client. Nelburt will email the board with her contact information.

### **III. Approval of Board Minutes**

#### **A. Minutes from September 11, 2012**

Copies of the minutes were emailed to the Board and hard copies were distributed at the meeting.

**It was moved by Carol Massie, seconded by Elizabeth McDonald and CARRIED to approve the Minutes from the September 11, 2012 meeting. The minutes were unanimously approved, with one abstention (Folb).**

### **IV. Treasurer's Report**

- A. Treasurer's Report ending September 30, 2012** – Gallagher stated that this year's roll-over funds are greater than expected due to the unexpected revenue from the Sunset & Dine event. In the marketing, CHC spent \$32,683 money from last year's budget on the pole banner campaign. And in the beautification budget, the board requested that the funds be set aside to match the MTA Call for Projects grant that HPOA is currently advocating for.

**It was moved by John Given, seconded by Roxanna Sassanian and CARRIED to approve the Treasurer's Report ending September 30, 2012. Unanimously approved.**

## **V. Old Business**

### **A. Parking Matters**

**1. Valet parking ordinance** – Marcel Porras, CD-13, phoned in to discuss the status of the valet ordinance. Since the city attorney released the draft ordinance in July, the legislative analyst and council staff have fine-tuning the ordinance, which was distributed to the Board. Highlights of the ordinance include: a permit program overseen by LAPD; restrictions on parking cars in residential neighborhoods; requirements for publishing traffic routes how and where vehicles are being parked; and a mandated lease agreement for the space. Additionally, the ordinance will require permits for valets to ensure the drivers are licensed. City Council is expected to take action on the ordinance in mid-November.

**2. Report from meeting with Robertson Properties re/ Dome garage** – Morrison reported that a group had met with Guggenheim Securities to look into forming a parking district in Hollywood, and one of the critical components would be managing the parking garage at the Arclight Dome. Morrison met with Robertson Properties, which owns the Arclight, and the CRA's oversight committee, to discuss the needs and priorities of both the property owner and the agency. She will be meeting with Chris Essel next week and convey the interest in maintaining public (if not public/private) ownership of the garage. Morrison stated that it might be interesting to have a BID forum for city council district 13 candidates so we can gauge their knowledge and priorities for Hollywood and to make them aware of our concerns, such as this one.

**3. Status of Vine Street Garage** – The latest completion date is in November.

## **VI. Committee & Program Reports**

**A. Nominating Committee** – Gordillo and Pogorzelski are joined by stakeholder Richard Falzone to form the 2012/13 Nominating Committee. A letter seeking board members was mailed to all property owners on October 5<sup>th</sup> and applications are due October 26<sup>th</sup>. Assuming there are no contests to the slate, new members will be elected to the board at the February board meeting.

### **B. Marketing and Communications**

**1. Hollywood HQ:** Strecker reported that he gathered several ideas at the IDA conference to further promote Hollywood through social media channels and he will be working with both BIDs to potentially streamline the BID website in the coming year.

**2. 2012/13 Visitor's Guide:** The sales for the 2013 Visitor's Guide and Map are completed and the map will be printed and distributed in November.

### **C. Security Committee**

**1. Security Contract RFP** – Mariani reported that the RFP was distributed to twenty security companies and nineteen companies attended the pre-bid conference at the W Hotel. Proposals will be due October 15<sup>th</sup> and the committee will submit their

evaluation forms on October 26<sup>th</sup>. Interviews will be conducted on November 1<sup>st</sup> and the committee will seek approval from the security committee to proceed with negotiations on November 8<sup>th</sup>.

2. **Safety camera update** – Mariani reported that the security camera monitors have been transferred to the detective's room at Hollywood station and Captain Girmala has reported that they are actively monitored. Currently, the HPOA Board is discussing the possibility of hiring unarmed officers to monitor the cameras within the HED and purchasing a rapid deployment camera, which the CHC Board will be made aware of, if plans proceed forward.
3. **Security outreach** – Mariani said that HPOA staff has created a welcome packet for new business and property owners, which will be distributed by BID security.

#### **D. Streetscape Committee**

**1. Chase Plaza:** MacPherson reported that the committee has made a connection with the vice chairman at Chase Bank and conveyed that the BID would like to activate this plaza.

### **VII. New Business**

- A. CHC Stakeholder Survey:** Besley presented a draft of a survey which will be sent out to Sunset & Vine stakeholders to gauge BID priorities for the coming year. The survey will be available online and staff will present the results in December.
- B. LA Times sidewalk survey and Sidewalk liability:** LA Times is assembling a database of damaged sidewalks in the city. Besley said the BID Consortium will be discussing this matter on October 25<sup>th</sup> and HPOA staff will meet with representatives from CD4 and the Public Works Commission to discuss scenarios whereby BIDs may be indemnified for trip and fall claims.

### **VIII. Staff Announcements**

**A. CDA Conference:** Morrison and Besley will be attending the CDA conference October 29<sup>th</sup> - 31<sup>st</sup>, in Sacramento.

**B. Sunset & Dine:** The committee will be having the first planning meeting for 2013's event on November 9<sup>th</sup> at AMPAS.

### **IX. Next Meeting**

The next meeting is scheduled for November 13, 2012.

**X. Adjournment:** The meeting was adjourned at 6:12 p.m.